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The Patent Office
Concept House
Cardiff Road
Newport
South Wales
NP10 8QQ

REC'D 17 JAN 2005

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PCT

I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

In accordance with the Patents (Companies Re-registration) Rules 1982, if a company named in this certificate and any accompanying documents has re-registered under the Companies Act 1980 with the same name as that with which it was registered immediately before re-registration save for the substitution as, or inclusion as, the last part of the name of the words "public limited company" or their equivalents in Welsh, references to the name of the company in this certificate and any accompanying documents shall be treated as references to the name with which it is so re-registered.

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Signed

Dated 10 January 2005

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Request for grant of a patent

(See the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form)

1.2 NOV 2003

The Patent Office

Cardiff Road
Newport
South Wales
NP10 8QQ

1. Your reference **NEWHAIR / SIMI BELO**
2. Patent application number
(The Patent Office will fill this part in) **0326386.0**
3. Full name, address and postcode of the or of each applicant (underline all surnames)
SIMI BELO
FLAT F, 179-181 WEST END LANE
LONDON NW6 2LH

Patents ADP number (if you know it)

If the applicant is a corporate body, give the country/state of its incorporation
4. Title of the invention
'NEWHAIR': THE WIG WITH A PARTING AT THE FRONT
5. Name of your agent (if you have one)

"Address for service" in the United Kingdom to which all correspondence should be sent (including the postcode)
FLAT F
179-181 WEST END LANE
LONDON
NW6 2LH

Patents ADP number (if you know it)
6. Priority: Complete this section if you are declaring priority from one or more earlier patent applications, filed in the last 12 months.

Country	Priority application number (if you know it)	Date of filing (day / month / year)
7. Divisionals, etc: Complete this section only if this application is a divisional application or resulted from an entitlement dispute (see note f)

Number of earlier UK application	Date of filing (day / month / year)
8. Is a Patents Form 7/77 (Statement of inventorship and of right to grant of a patent) required in support of this request?
Answer YES if
a) any applicant named in part 3 is not an inventor, or
b) there is an inventor who is not named as an applicant, or
c) any named applicant is a corporate body.
Otherwise answer NO (See note d)

9. Accompanying documents: A patent application must include a description of the invention. Not counting duplicates, please enter the number of pages of each item accompanying this form:

Continuation sheets of this form

17 TOTAL

Description

1 PAGE DESCRIPTION (PG 1 OF 17)
1 PAGE DRAWINGS & ANNOTATIONS (PG 2 OF 17)

Claim(s)

Abstract

5 PHOTOGRAPHS (PGS 3 - 7 OF 17)

Drawing(s)

10 DRAWINGS (PGS 8 - 17 OF 17)

10. If you are also filing any of the following, state how many against each item.

Priority documents

Translations of priority documents

Statement of inventorship and right to grant of a patent (Patents Form 7/77)

Request for a preliminary examination and search (Patents Form 9/77)

Request for a substantive examination (Patents Form 10/77)

Any other documents (please specify)

11. I/We request the grant of a patent on the basis of this application.

Signature(s)

Simi Belo

Date 4 NOV 2003

12. Name, daytime telephone number and e-mail address, if any, of person to contact in the United Kingdom

SIMI BELO
Simi@imiis.com
07966 170 875

Warning

After an application for a patent has been filed, the Comptroller of the Patent Office will consider whether publication or communication of the invention should be prohibited or restricted under Section 22 of the Patents Act 1977. You will be informed if it is necessary to prohibit or restrict your invention in this way. Furthermore, if you live in the United Kingdom, Section 23 of the Patents Act 1977 stops you from applying for a patent abroad without first getting written permission from the Patent Office unless an application has been filed at least 6 weeks beforehand in the United Kingdom for a patent for the same invention and either no direction prohibiting publication or communication has been given, or any such direction has been revoked.

Notes

a) If you need help to fill in this form or you have any questions, please contact the Patent Office on 08459 500505.

b) Write your answers in capital letters using black ink or you may type them.

c) If there is not enough space for all the relevant details on any part of this form, please continue on a separate sheet of paper and write "see continuation sheet" in the relevant part(s). Any continuation sheet should be attached to this form.

d) If you have answered YES in part 8, a Patents Form 7/77 will need to be filed.

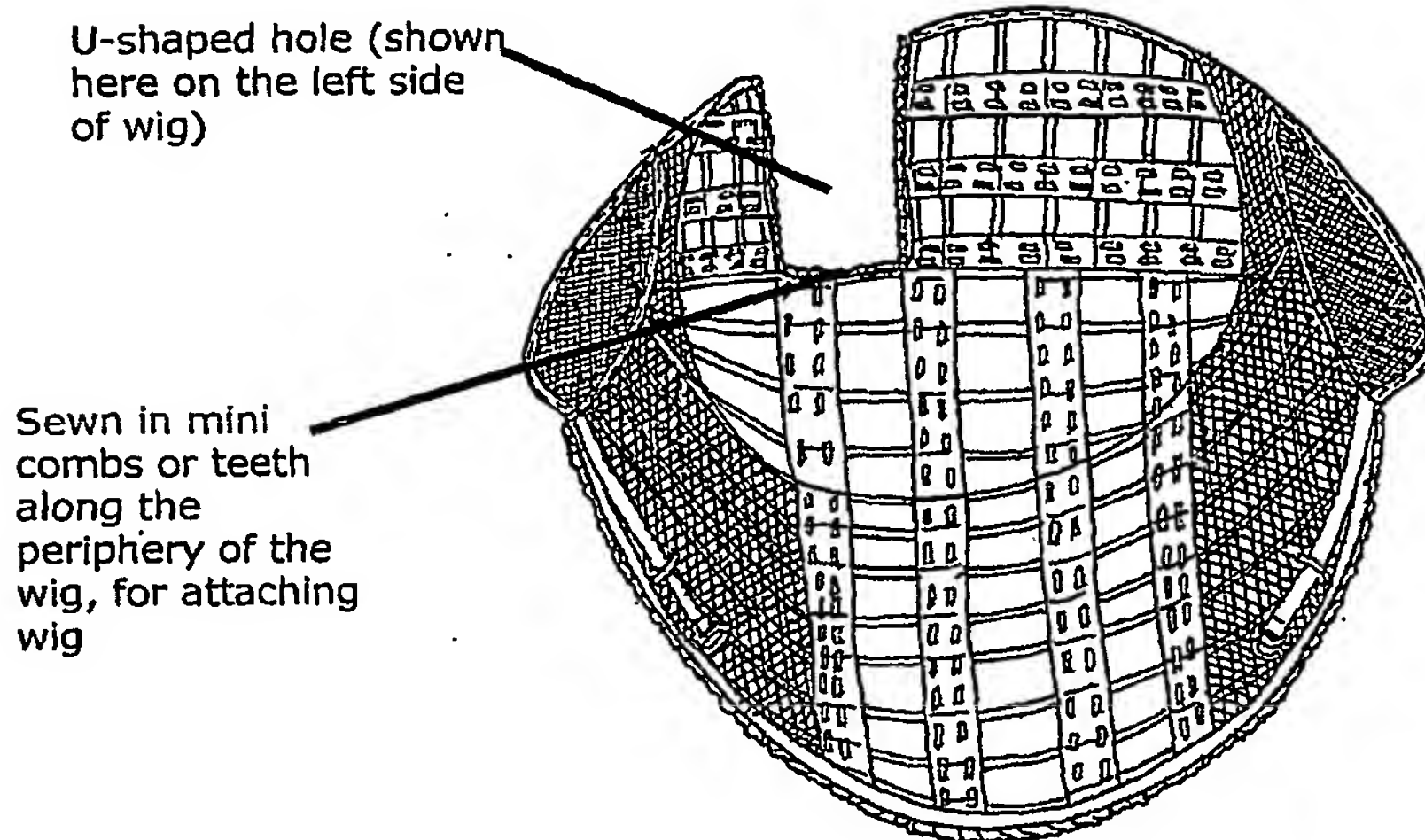
e) Once you have filled in the form you must remember to sign and date it.

f) Part 7 should only be completed when a divisional application is being made under section 15(4), or when an application is being made under section 8(3), 12(6) or 37(4) following an entitlement dispute. By completing part 7 you are requesting that this application takes the same filing date as an earlier UK application. If you want the new application to have the same priority date(s) as the earlier UK application, you should also complete part 6 with the priority details.

The Supermodel Wig Design

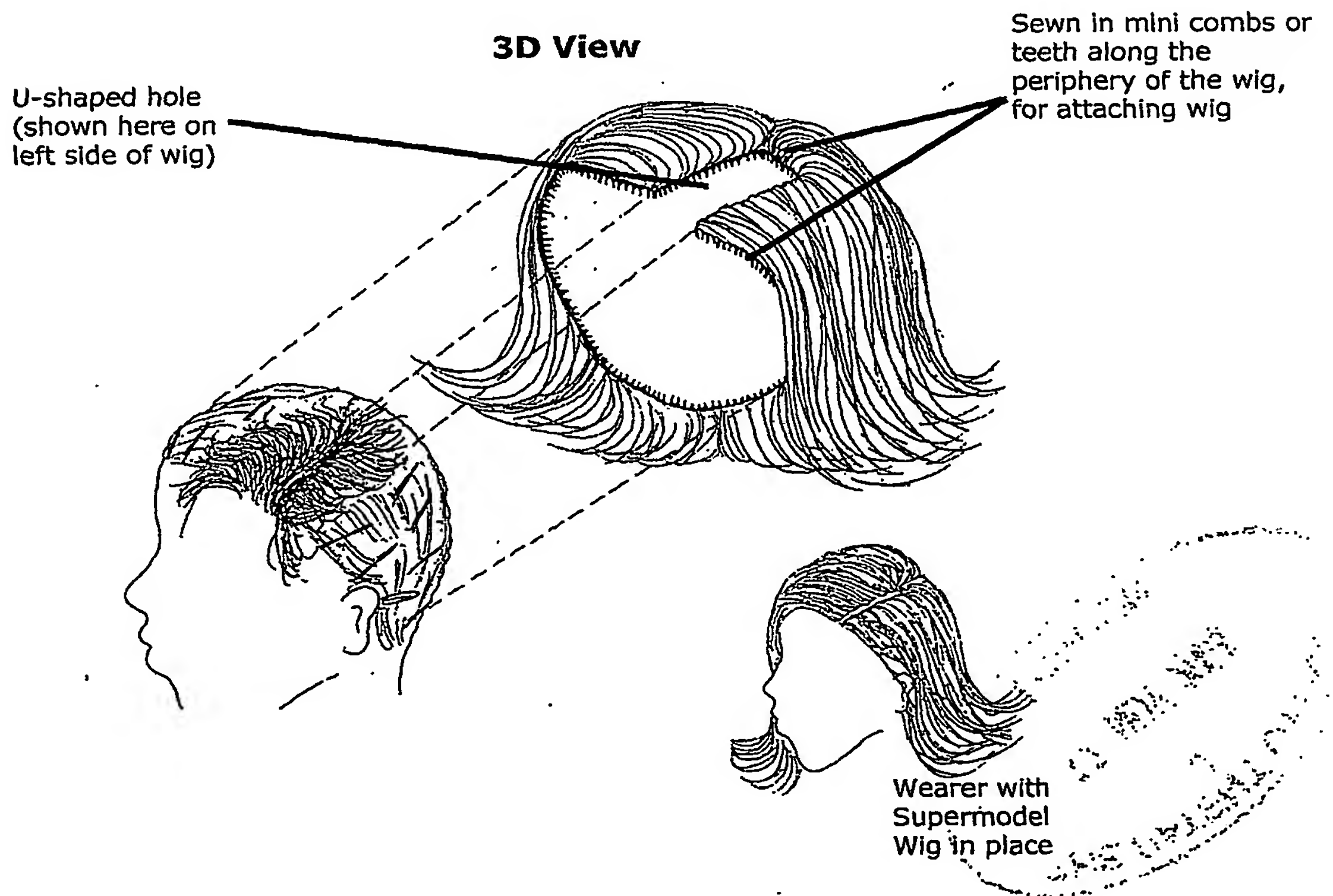
The Supermodel Wig is a full wig with a hole in the front. The hole is 'U' shaped, with hair and stitching on three sides but open at the front edge of the wig. This drawing features the hole on the left, although it can be located in the centre or on the right - whatever is easiest to produce.

Plan View



The wearer's loose hair forms a 'U' shaped patch in the left, centre or right side of his or her hairline, matching the location of the hole in the **Supermodel Wig** to be worn. When the wig is in place, the hair is parted to reveal the wearer's real scalp and roots and brushed over the wig to hide the stitching and joins.

3D View



Description

Overview:

The Supermodel Wig is a full wig with a 'U' shaped hole with hair on three sides and open at the front edge of the wig. The hole reveals some of the wearer's own hair, sharply parted - to show off the wearer's scalp - and brushed over the wig to conceal the stitching.

Description:

Full wigs deliver a complete head of hair, but, regrettably, only at the expense of realism. Fringes and hair bands are used to hide the stitching at the front, but because they also conceal the wearer's own roots and hairline, it is apparent that the hair is not really growing out of the head and therefore the hair is fake.

The 'Supermodel Wig' design addresses this by seamlessly blending the wearer's own hair with the hair of the wig. It has a hole at the front, through which the wearer brings out some of his/her own hair, parts it sharply to show off his/her real scalp and roots, and then brushes it down over the human hair of the wig, thereby hiding all the tell-tale stitching.

'What Is The Supermodel Wig?'

The **Supermodel Wig** is a full wig with a difference: it has a hole in the front! Through this hole a handful of the wearer's own loose hair is deliberately allowed to escape. This hair is then sharply parted to reveal the wearer's real scalp and roots, and then brushed down over the wig to conceal the hole and all the usual wig joints and stitching.

Whether the hole is on the left, in the centre, or on the right, it adds much-needed realism to the traditional full wig, because - for the first time ever - the wearer can show off his or her genuine scalp and roots.





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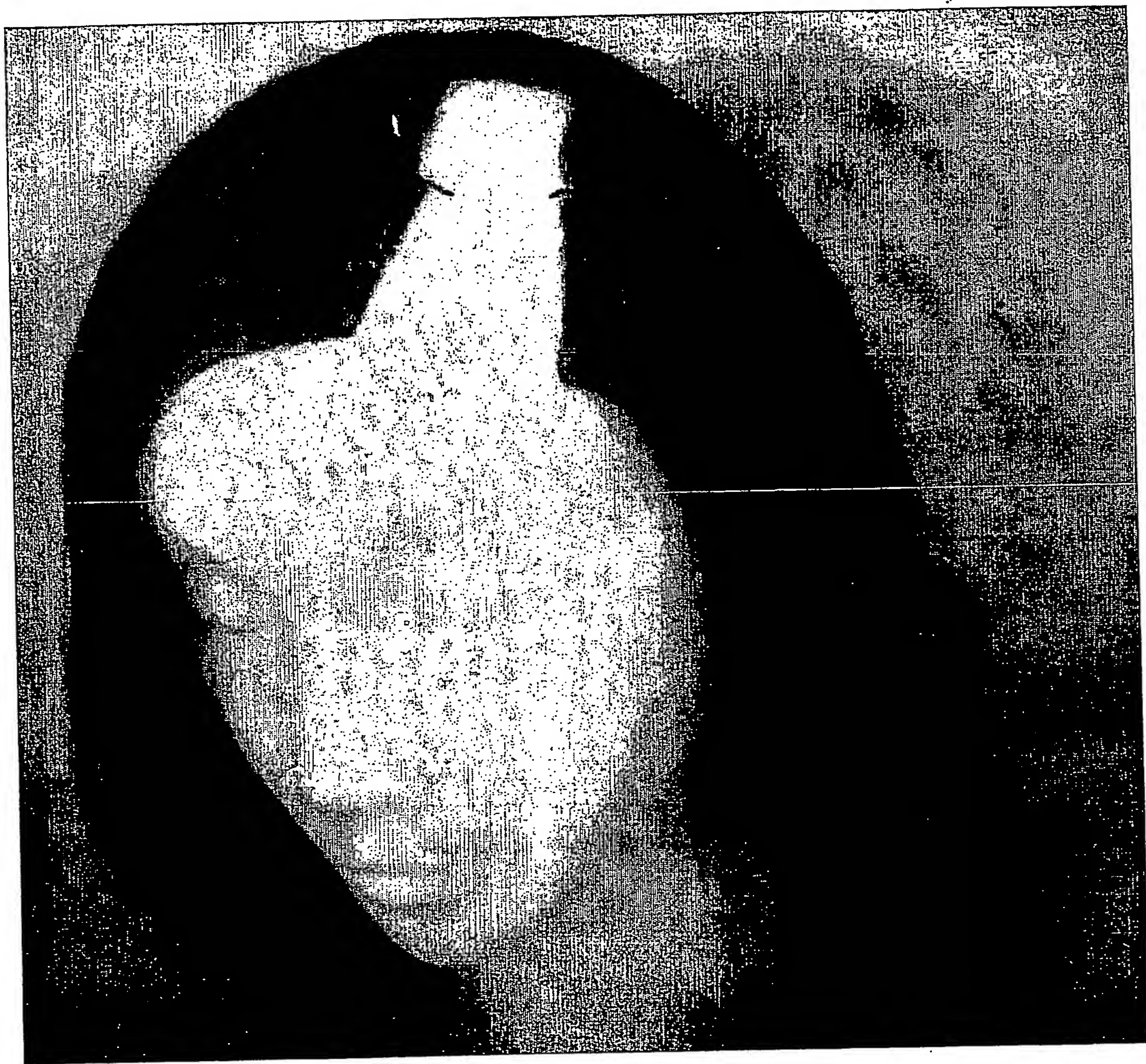


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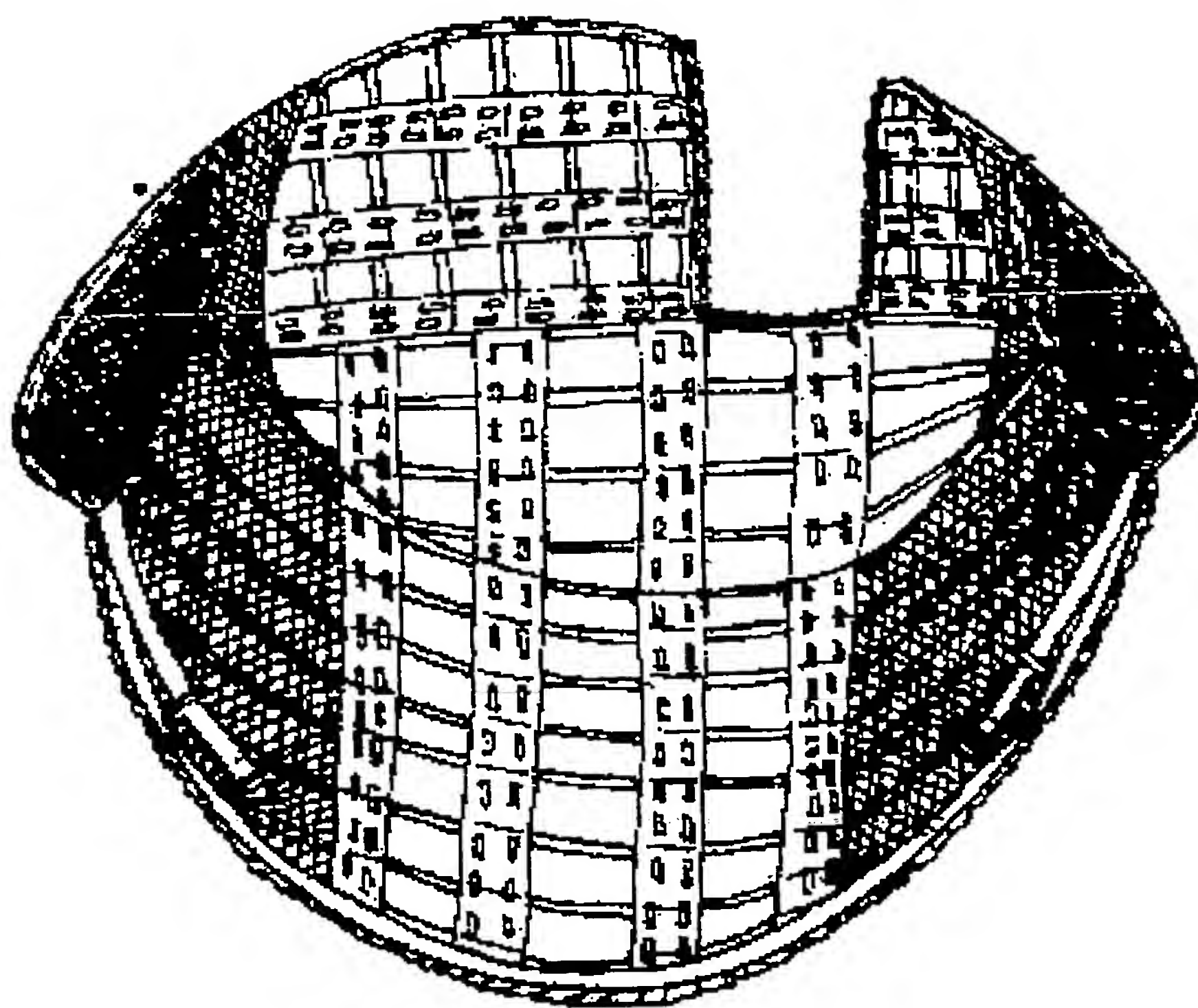
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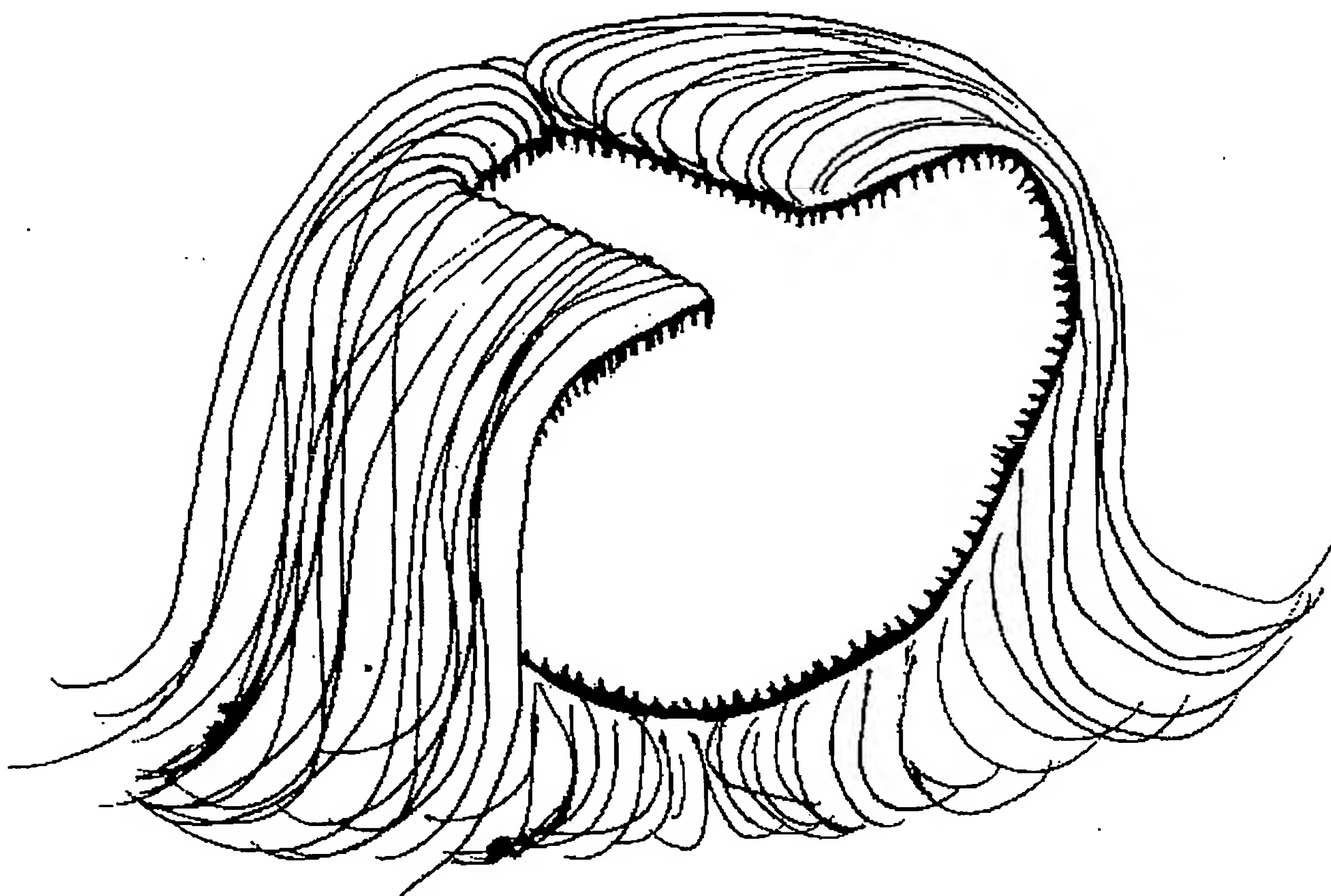
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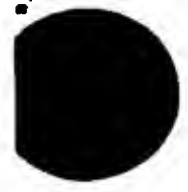




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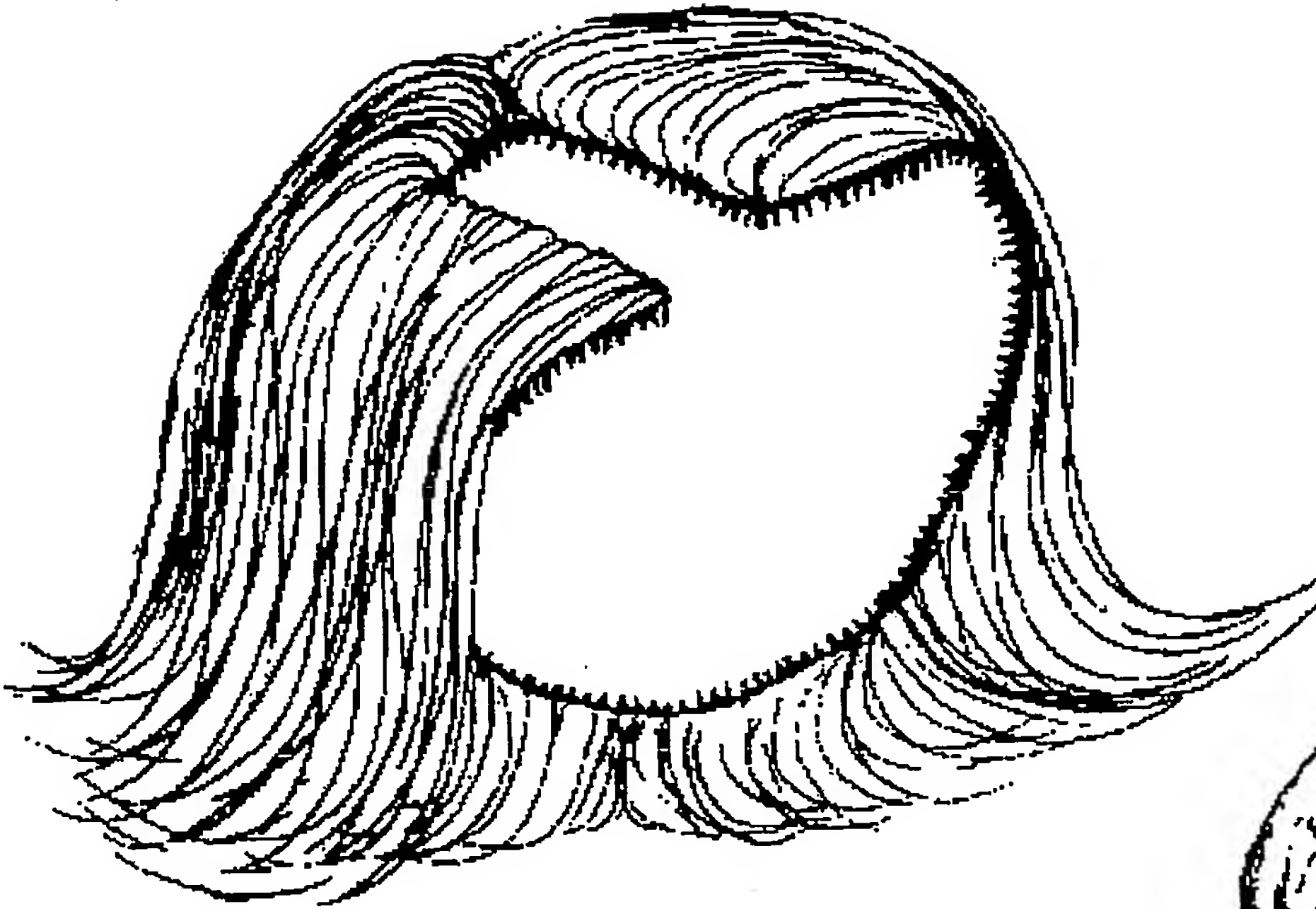


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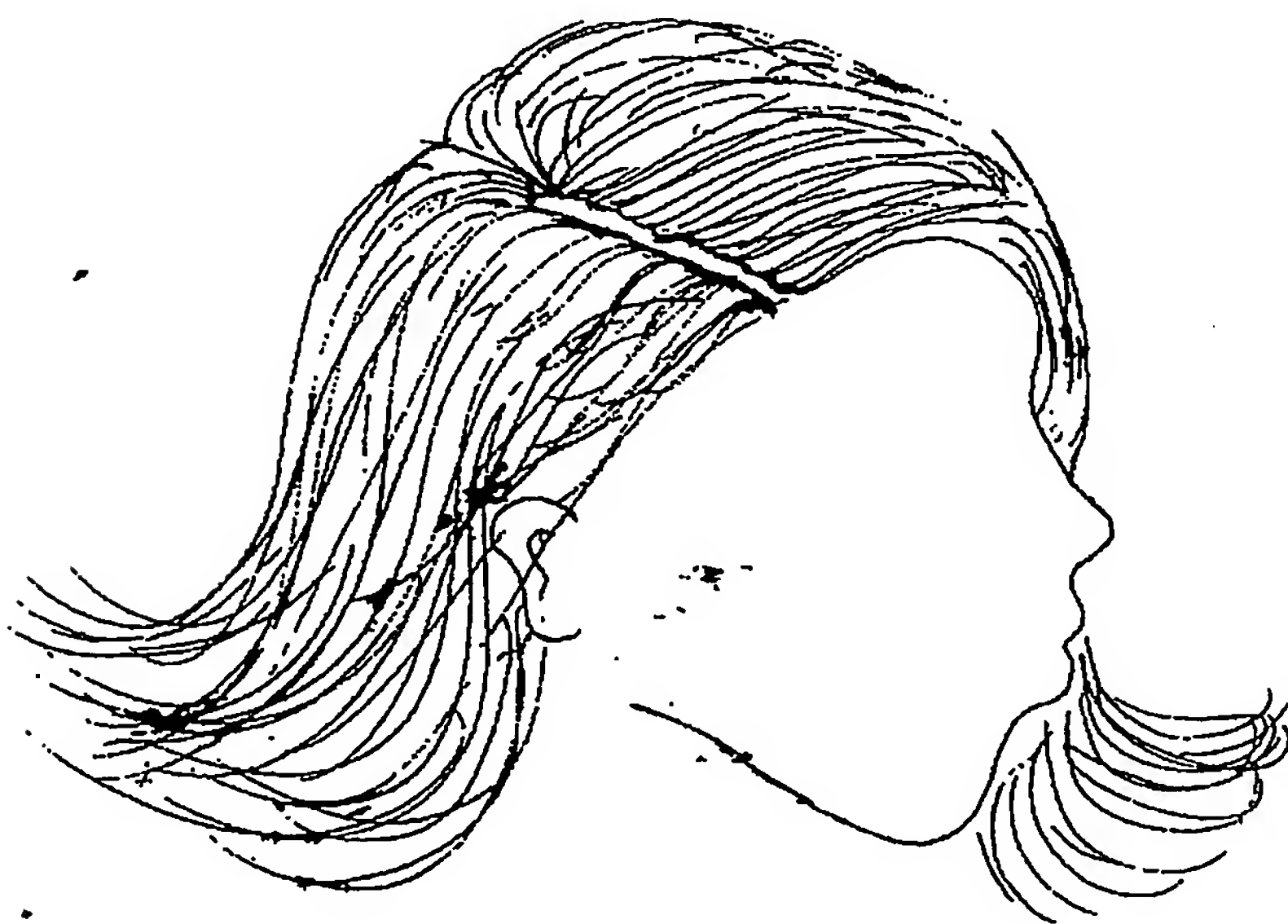
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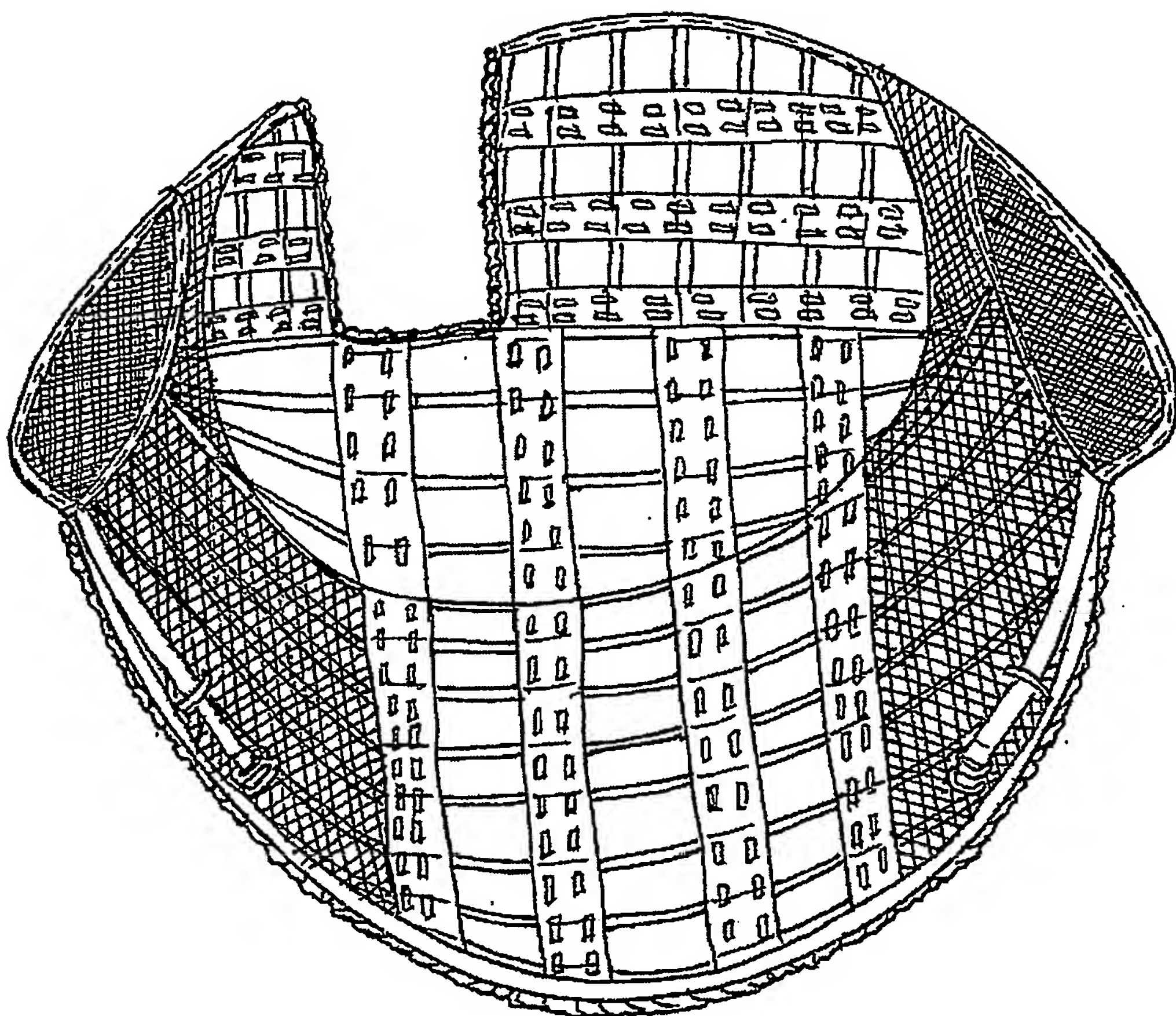


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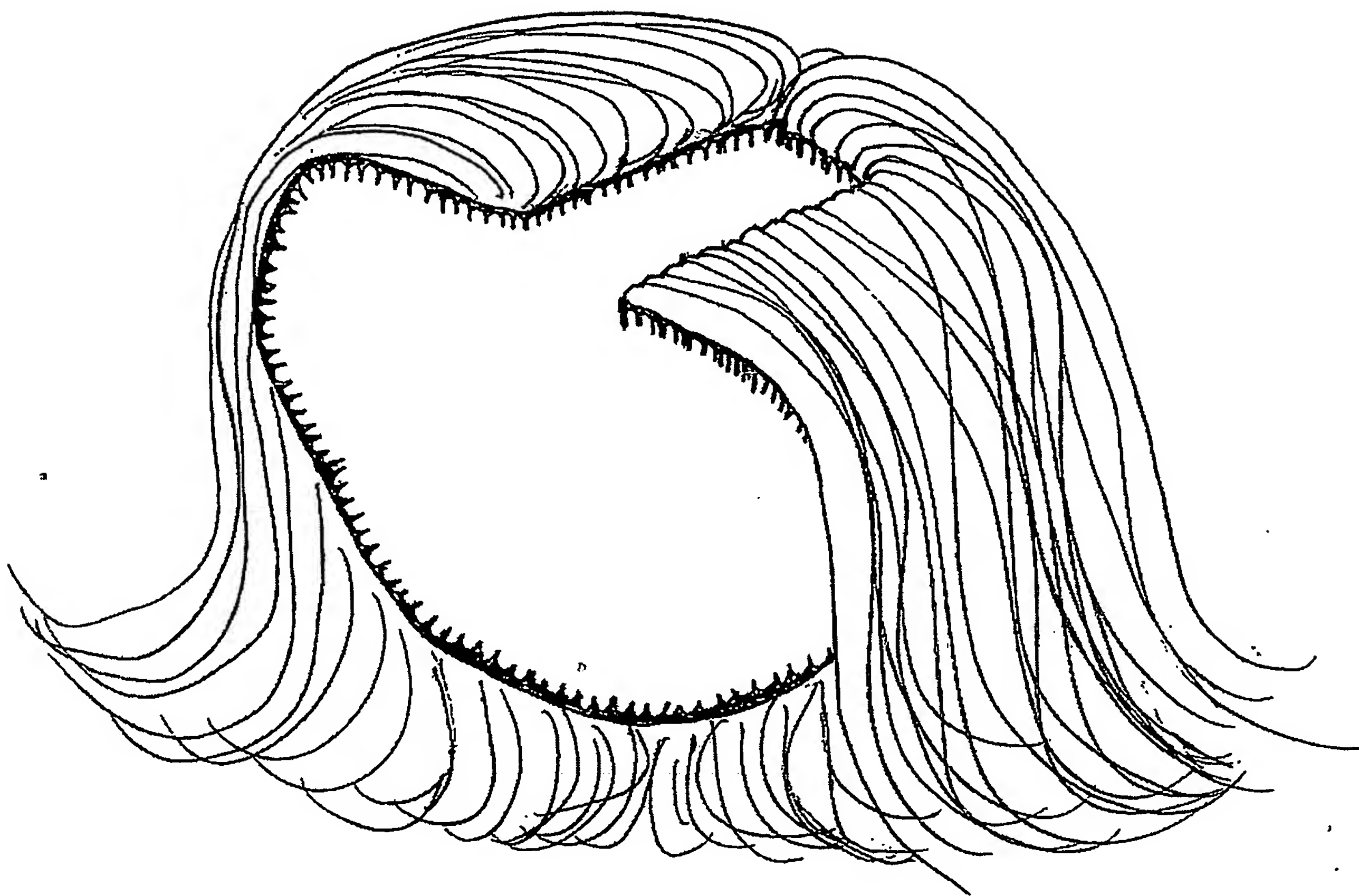


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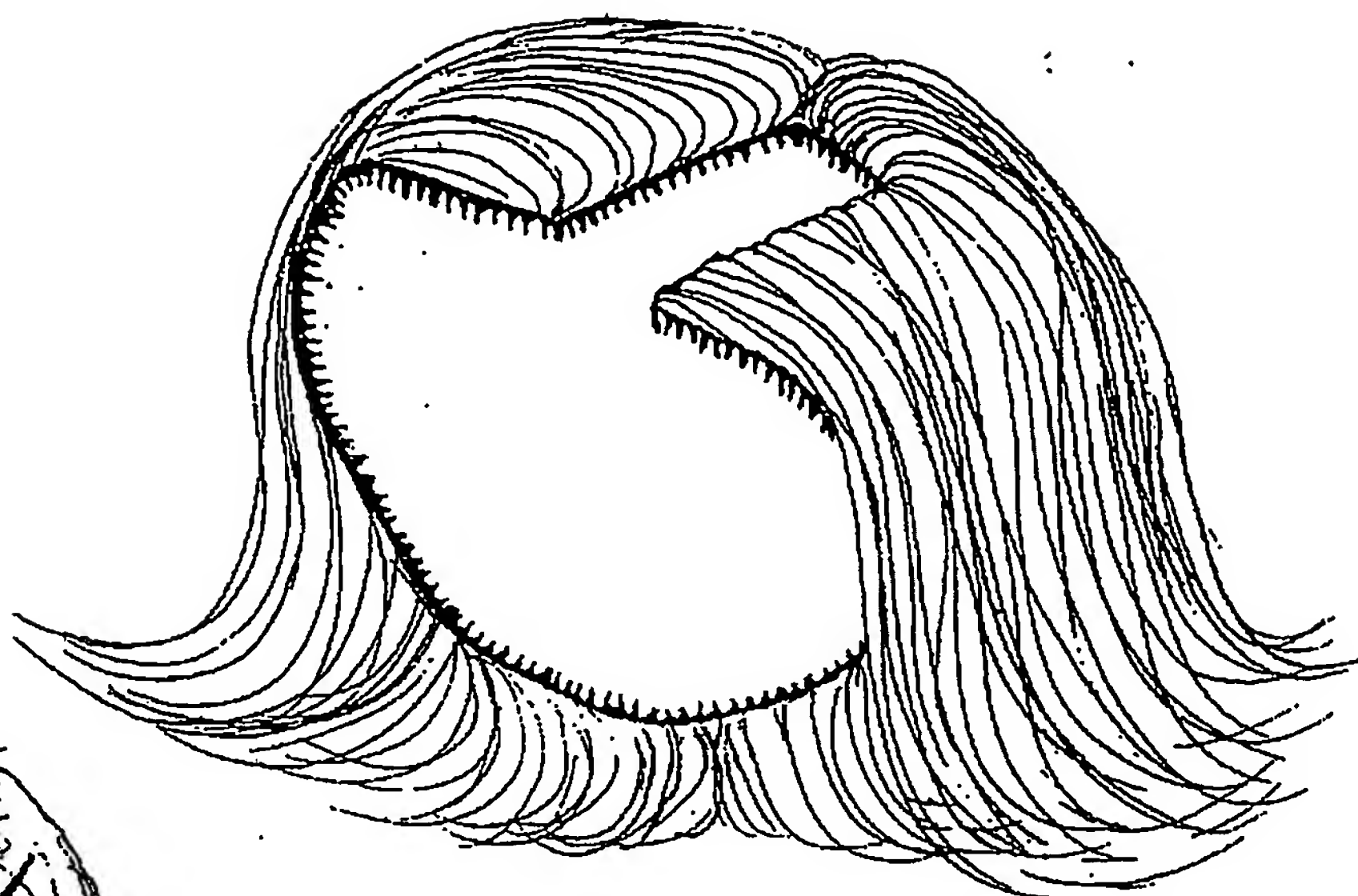


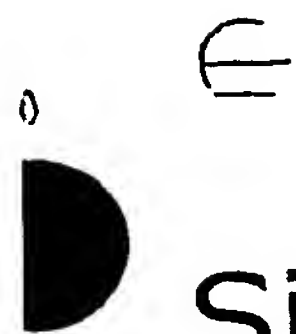




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